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THE IOWA

Homemaker



75 YEARS OF HOME ECONOMICS AT IOWA STATE

WHETHER YOU PLAN MEALS FOR 2 OR 200...

you will most often be planning

those meals around **MEAT** For you women — among

all women — know the value of meat in the diet. And

recent nutritional figures bear you out. For example,

one four-ounce serving of meat supplies these portions

of our daily nutritional needs:

23% OF THE PROTEIN
12% OF THE CALORIES
16% OF THE PHOSPHORUS
24% OF THE IRON
36% OF THE THIAMINE
10% OF THE RIBOFLAVIN
36% OF THE NIACIN

Whether your aim in careers is to plan meals for 2 or 200 — whether you build your meals around beef, pork, lamb or veal — one of your best guides in buying good meat is the Morrell Pride label. You'll find it only on the finest grades of meat and meat products. It is your assurance of top quality.



John Morrell & Co.

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T H E I O W A

Homemaker

A Review of Activity in Home Economics

IOWA STATE COLLEGE, AMES, IOWA

VOL. XXVII, NO. 4

NOVEMBER, 1947

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COMING . . .

How often have you thought of your teachers as human beings instead of just fixtures at the front of the classroom? Maybe you have wondered also how the faculty feels about its relationship with students. Kathleen Schwanz presents both views in the December issue of the Iowa Homemaker.

IN THIS ISSUE . . .

Between these covers you will find the Homemaker's way of celebrating the seventy-fifth anniversary of the Division of Home Economics. Included in these pages are articles featuring the history, development and future plans of home economics both at Iowa State and in the professional world.

On the lighter side, you will discover fads and fashions popular way-back-when.





BY *Mary J. Barber* OF KELLOGG'S

You AND YOUR Breakfast

My personal congratulations to Iowa State students for choosing a college with such a long and honorable record in Home Economics.

You girls have a responsibility in living up to the standards set by former graduates. We have had two of them in this department at Kellogg's so can speak from personal experience.

Food and Personality

"What you *do* speaks so loud I can't hear what you say," is a quotation from one of my teachers. When you take your first position remember that what *you* do is very important. Your whole personality and influence may begin with breakfast. Be sure to eat this meal yourself if you urge students to do so.

We believe that ready-to-eat cereal is the answer to a busy teacher's breakfast problem. A bowl of cereal, milk and fruit furnishes a nice proportion of the morning's nutrition needs. Our Variety Package offers you a different choice for each school day. Cultivate a pleasant personality by providing yourself with enough energy to carry you along until lunch time.

Home Economics Material

May we send you samples of our Home Economics material? There are teaching aids; tested recipes in both large and small quantities; consumer information about cereal. We take pride and interest in every young Home Economist.

Good luck to you all.

Miss Mary I. Barber
Home Economics Department
KELLOGG COMPANY
Battle Creek, Michigan

Please send me a set of your nutrition leaflets and folders containing Kellogg Approved Recipes:

Name:

Address:

City: State:
I.H.4711

Mary J. Barber

P.S We also have recipes for brides.

M.I.B.





Seventy-Five Years of Home Economics at Iowa State

PROGRAM

OCTOBER 24, 1947

8:30–9:45 a.m. and 12–1:45 p.m. Open house and exhibits. Home Economics Hall, Home Management Houses, Nursery School.

10 a.m. Morning Session. Great Hall, Memorial Union. Dean P. Mabel Nelson presiding.
Welcome to the Anniversary Guests—President Charles E. Friley

The Contribution of the Division of Home Economics to Education in Iowa: Viewed by a member of the State Board of Education—Mrs. Hiram C. Houghton, Jr. Viewed by an Iowa homemaker—Mrs. Raymond Sayre.

The Role of the Home and the Family in Formulating National Policies—The Honorable Chase Going Woodhouse, Member of the Seventy-ninth Congress, Washington, D. C.

12:15 p.m. Anniversary luncheon for special guests and class representatives. South Ballroom, Memorial Union. Mabel Campbell, '05, presiding. Introduction of former deans and heads of departments.

1:45 p.m. Afternoon session. Great Hall, Memorial Union. President Charles E. Friley presiding.
Home Economics Through 75 Years—Dean P. Mabel Nelson.

The Home Economist, A World Citizen—Hazel K. Stiebeling, chief, Bureau of Human Nutrition and Home Economics, Washington, D. C.

3:30 p.m. Anniversary tea honoring the alumnae of Iowa State. MacKay Auditorium, Home Economics Hall.

The Nation's First Home Economics School

Reviews 75 Years of

HOUSEKEEPING lectures in the basement of Old Main made up the first course in science with practice for the kitchen. From this start came today's Division of Home Economics.

Women had been attending Iowa State for 5 years when in 1872 Mrs. Mary B. Welch, wife of the president of the college, began a series of lectures for juniors. This was the first course in home economics at any land grant college in the country and was a part of the Division of Science as Related to Industries. Mrs. Welch had gained teaching experience from managing her own home and from attending a school of cookery in New York City. She then went to the London Kensington Cookery School, where young women were prepared for service in wealthy homes.

Mrs. Welch returned to begin actual class work in two small basement rooms next to the dining room of Old Main, the only college building at that time. No laboratory space was available. This handicap was overcome by Mrs. Welch's plan that students work 2½ hours a day either in the college dining room, kitchen, bakery or laundry.

Four years later an experimental kitchen for class use was opened in the basement of the Old Main Building. As far as it is known, it was the first kitchen of its kind in the country. The textbook was a cookbook Mrs. Welch had written herself.

In 1881 the Department of Domestic Economy moved. It still had only two small basement rooms,

in South Hall, a brick building which stood south of the Campanile.

Poor health forced Mrs. Welch to resign in 1884 and Mrs. Emma P. Ewing, who had conducted the Chicago Training School of Cookery, was named her successor. Mrs. Ewing had gained a national reputation teaching housekeeping to wealthy Southern women who were left without slave help after the Civil War.

During the first year of Mrs. Ewing's administration, the 2-year domestic economy course was replaced with a 4-year course. Two women received master of domestic economy degrees under a graduate program adopted at the same time.

\$400 for Furnishings

Mrs. Ewing was soon asking for all of South Hall for the growing department. The request was granted and \$400 appropriated for furnishings and equipment. Cooking classes moved into the Old Main kitchen where meal planning and institution management courses were practiced. Domestic chemistry began a part of the curriculum for domestic economy students.

Mrs. Eliza Owens was selected by the trustees to replace Mrs. Ewing in 1888. Mrs. Owens followed the teaching method of "learn by doing." Senior women in her classes served a turkey dinner to the Board of Trustees and a series of dinners with senior men as guests.

Gertrude Coburn headed the department from 1896 to 1900, assisted by Mrs. Irving Smith. They furnished new domestic economy rooms on the second floor of North Hall, which was located near the present Home Economics Building. In 1898, 12 were graduated from the "Ladies Course."

Influence of the Women's Federated Clubs turned interest to home economics training for high school girls at the turn of the century. To meet this need, Mary A. Sabin, head of department from 1901 to 1903, organized a 2-year normal course in domestic science. Three years later a 4-year course was added. In 1901, Domestic Economy became Domestic Science and Art. Sewing rooms, a kitchen laboratory, dining rooms and an office were made available when Margaret Hall, first residence hall for women, was opened.

First Practice Teaching

An Iowa State graduate of 1902, Alice Merritt Parks headed the department a year after Miss Sabin resigned because of ill health. During this term, the first practice teaching class of four senior women used faculty members' children for their pupils.

Georgetta Witter Walters came from California to head the department from 1904 to 1907. Mrs. Walters made 2 years of chemistry and 1 year of physics a prerequisite for all foods work.



The coeds of 1893 paraded around the campus in swishing long skirts. Pictured in the background is Old Main.

Progress

The Department of Domestic Science was transferred to the Division of Agriculture during the 1907-1910 administration of Mrs. Alice Dynes Feuling.



North Hall housed domestic economy in early years

By 1911 domestic science had grown so large that it needed a building of its own. Virgilia Purmort, '04, supervised the constructing and equipping of the \$75,000 red pressed brick structure, which is now the west wing of the present Home Economics Building under the disguise of a veneer of white granite. The first floor housed offices, classrooms and clothing laboratories. The second floor was utilized by food and art departments and also featured two dining rooms and a reception room.

Along with the new building came a new department head, Catherine MacKay. Home economics became a separate division in 1913 with Miss MacKay as acting dean. In 1914, her official title became Dean MacKay, a position she held until her death in 1921. During her term, enrollment more than doubled and the faculty members increased to 38. The first practice house in home management opened in downtown Ames during Miss MacKay's administration.

The first issue of *The Iowa Homemaker* appeared during Edna Walls' 1921-22 term as acting dean although Dean MacKay had assisted in planning for the home economics division magazine. The change from a semester to a quarter basis came in the same term.

Anna E. Richardson with her Charleston-bred Southern accent followed Miss MacKay as second dean of home economics. Hers was the job of overseeing planning and building the present white stone Home Economics Building.

During Dean Richardson's term, the second and third home management houses opened and the first babies came to live in them. In 1924 the nursery school was opened under experimental conditions. After a

year in a temporary frame building, it was moved to its present spot, a remodeled brick barn.

Genevieve Fisher returned to Iowa State to become the third dean of home economics after a year with Frances Sims as acting head of the division. Miss Fisher had been a member of the staff from 1914 to 1919.

By 1930, 1,325 women were studying in the eight home economics departments: Applied Art, Child Development, Foods and Nutrition, Institution Management, Textiles and Clothing, Home Management, Home Economics Education and Household Equipment. Women could also major in technical journalism under the guidance of the head of the Department of Home Management.

A new modern, well equipped building for the Department of Women's Physical Education was initiated in 1941. This department was added to the Division of Home Economics in 1913 and offers a minor in teaching physical education.

In the fall of 1944 Dr. P. Mabel Nelson became the fourth dean of home economics. A member of the faculty since 1923, she was formerly head of the Department of Foods and Nutrition.

Limited Residence Hall Space

Currently, 135 staff members are engaged in teaching and performing research projects. Limited space in women's residence halls has placed the maximum enrollment figure at 1,600 students.

To date 6,489 degrees have been awarded in home economics. All departments except physical education give a master of science degree. Four offer work leading to a doctor's degree: Foods and Nutrition, Household Equipment, Institution Management and Education, through the Department of Vocational Agriculture. Dr. Pearl Swanson coordinates all graduate work and is assistant director in charge of home economics research at the Agricultural Experiment Station.

Dean Nelson and the faculty are working to improve the quality of teaching by studying the objectives of courses and examination methods. Recently a trained counselor was added to the staff under a program of better guidance for students.



In contrast to the dark outfits of the women's battalion in 1893 are the uniforms now worn for work in the foods labs



Dean P. Mabel Nelson directs the Division of Home Economics which was initiated in October, 1872 by Mrs. Mary B. Welch, wife of the first president of Iowa State.



Greetings

THIS year is a memorable one for the home economics family at Iowa State. It marks the seventy-fifth year that courses in home economics, once called "domestic economy," have been taught on this campus. It is fitting that such a long and useful life be commemorated in an appropriate manner.

During the last 75 years the home economics family has grown from a staff of 1 to 135; the enrollment, from a few to 1,600 students. Scattered throughout the world are 6,489 graduates devoting their lives to furthering the highest ideals of home-making.

We are grateful for the heritage that has made the world acknowledge that training women for their life work is just as essential and desirable as training men for their careers. Women are key people in building and maintaining the ideals of our American homes, the basic foundation of our democracy.

The responsibilities of the next 75 years will challenge the soundness of our heritage. Guided and sustained by our faith in God, our country, our homes and our fellow men, may we respond to this challenge. May we meet the future as courageously and successfully as did the women who are credited with present achievements in home economics education for women.

—Dean P. Mabel Nelson

Classroom Space Increases As

Home Economics Plans Ahead

AS MORE and more women build their futures upon a home economics education, home economics, too, builds for the future.

In 10 years the enrollment in the Division of Home Economics is expected to reach 3,000 if the increase follows the trend of past years. With the present enrollment of approximately 1,600, classrooms and laboratories are crowded.

New Classroom Space

To cope with these new students, plans for an addition to the present Home Economics Building are awaiting completion. This additional space will allow the various departments to teach more sections of undergraduate classes and to carry on an enlarged graduate program which is now impossible. Home management majors will find a laboratory arranged for testing the fatigue caused by washing dishes, sweeping floors and making beds; graduate students will have

room to continue their research, and undergraduates will be able to make use of the established laboratories.

In addition to the home management laboratories, the plans include new textiles and clothing and household equipment laboratories. The Department of Foods and Nutrition will have a larger share of the space because of its extensive graduate program. This department has been especially confined during recent years because the number of undergraduate students has risen considerably. The concentration of the graduate program in the new building will free space in the present building for additional food preparation laboratories.

All of the home economics education offices and classrooms will be moved from their present location in the west end of the building to the new accommodations.

Since the Department of Applied Art has had more space in proportion to the number of majors than the other departments, only increase in office space is

planned for it. The Department of Institution Management will expand on the ground floor of the present building by occupying rooms that the other departments vacate.

Wing Extension

Building plans are based on two alternatives—wing extensions on either side of the present building or an annex at the east of the building in the present parking lot. Completion of the plans in detail depend upon this issue.

Appropriations for construction of the building were made 2 years ago by the Iowa State legislature. Work will begin on this building, as well as the nursery school for the Department of Child Development and the new home management houses, as soon as materials and labor are available. Other buildings more urgently needed may be built first, however.



Students as well as teachers are looking forward to the increased classroom space which will be provided when plans for a larger home economics building materialize



Graduate students apply science with practice theories in well-equipped laboratories. Emphasis is placed on a well integrated program of research which attempts to organize and interpret known facts as well as to obtain new ones

Research Views Tomorrow

RESearch work in home economics at Iowa State began when teachers realized that they needed more knowledge in all areas of home economics before they could teach effectively or help homemakers solve their problems.

In the beginning each department tried to solve these problems in its own way. These isolated problems contributed to the development of new information in a scattered sort of way. Then departments began working together and with other groups on the campus outside home economics. Cooperation became the keynote of many projects. As results became known, many sources of financial aid became available.

So today there are many programs of research active in home economics at Iowa State. Many of these have been sponsored by the Iowa Agricultural Experiment Station.

Commercial Packaging

In applied art, subjects for research have changed just as our material environment has changed within the last few decades. Early graduate students studied original designs for crewel work. Current masters' theses report work on commercial packaging, or other new developments. The nature of the studies has remained the same, however.

The trend in research in child development at Iowa State in recent years has been changing from observation of children under certain conditions to investigation of the causes of their behavior. By recording their actions, attempts are being made to determine the reasons behind these acts.

The research program reflects this attitude as each graduate student works on a thesis problem of interest to her and of importance in her professional and personal development. These problems have varied from

studies of a child's concept of discipline to the effects of a mid-morning rest and the preparation of a guide book of Sunday-school nurseries.

Research in home economics education at Iowa State College is just 25 years old. In 1922 the first master's degree was granted, and the first research study was completed.

Curriculum Studies

Early studies dealt for the most part with the high school or college curriculum. Research has sought to establish sound bases for home economics curricula at every educational level. This includes programs for elementary schools, high schools and colleges as well as for out-of-school youth and adults. Evaluation, adult education, extension education, teacher training and factors affecting the supply and demand for teachers have been given considerable attention in recent years.

The early research in foods and nutrition, as in all other branches of science, was exploratory. It attempted to answer specific questions as they arose. In foods, people asked how meat should be cooked to avoid toughness and to gain the best flavor. In nutrition, research centered around the demonstration of vitamin deficiencies and the analysis of foods for their various nutrients.

The research staff has grown in foods and nutrition and there are many graduate students, some candidates for the master's degree, others for the doctoral. The emphasis is on a well integrated program of research which attempts to organize and interpret the known facts, as well as to obtain new ones.

At the present time one large research program in foods involves an investigation into the causes of toughness of meat. Factors like heredity, effect of the food the animal eats, its age, conditions at slaughter,

storage and the final cooking of the meat are all investigated. Precise ways of measuring toughness have been evolved.

In nutrition the entire research program is based on a comprehensive concept of the science of nutrition. What are the things we need to know if we are to interpret nutrition to all people? Projects now underway, as well as those planned for the future, look toward more adequate understanding in all areas of the science.

Family Economics

The Department of Home Management has been unique from the outset in the opportunity it offers graduate students for the study of family economics. Many young women have recorded and analyzed the ways in which families manage their income. More recently, they have determined the extent to which the money income is increased by such home production as baking, gardening, sewing, etc.

Finding a solution to the problems a homemaker meets while working in her home is the job of the research worker in household equipment. In the past, when women have asked specific questions about equipment, workers of the staff of the Department of Household Equipment have attacked each problem as it arose.

At the present time the department is equally responsive to the homemaker's needs but tries to approach them in a more fundamental fashion. In the past they worked with what was in the field, now they try to set up standards against which to check equipment. The increased tempo of the times makes this task more difficult, for there is continual change not only of models but also of materials.

A wide variety of problems have been studied by young women seeking the master's degree in institution management. Within the past 2 years, theses on management procedures at Ames High School, food

preferences of Iowa State women, food service in southern negro colleges and the use of dried eggs in the large scale preparation of custards indicate the range of subjects under investigation. These have yielded important information, often put into immediate use in the institutions concerned.

Technical journalism is the newest department in the Division of Home Economics. In this field, graduate students have evaluated the extent to which published material on child development meets parents' needs and have gained experience in home economics publicity work.

The department is planning research on the value and effectiveness of illustration and graphic art techniques in the presentation of home economics information; also a study of text and reference book needs and the best qualified authors in the field of higher education in home economics.

The Department of Textiles and Clothing awarded its first master's degree in 1920, at a time when research was largely on consumer problems. In the years since, research in textiles has pushed further and further into the basic roots of the problem.

Clothing Preferences

In the area of the social sciences, research workers in textiles now ask what values women attach to clothing that motivate them to exhibit certain preferences. In the realm of the physical sciences the fundamental goal is knowledge of the molecular structure of fibers themselves and their resultant behavior under specific conditions.

There's no question that much has been accomplished in research in home economics at Iowa State during the last three decades. As we look into the future, however, we see more to challenge us, greater needs to be met and even larger opportunities for research.



Food for the pre-school child is a research topic for graduate students in the Department of Child Development. They are also concerned with individuals in various groups, whether they be young or older children or parents



Mrs. Mary Elva Sather gives a graduate's individual report personal attention before filling a position

Home Economics Placement Office Matches Graduates To Employers

FOR 75 years Iowa State has turned out women specialized in the field of home economics. They have gone into professional life and carved their niche. But there's much more to this point than one discovers immediately.

Home Economics Placement Office is its official title. But underneath, it represents the personal and constant endeavor of the division to start every graduate in her chosen field with all the encouragement and opportunity possible.

Previous to 1925 the placement of graduates, except those entering high school teaching, was entirely through the individual efforts of the heads of departments and the dean. High school teachers were placed easily enough by the Teacher Placement Office. The rest of the graduates left their hopes of a career to chance and frequently were left hoping.

Today no graduate need wait for chance to bring her professional opportunities. The Placement Office is constantly on the lookout for positions that graduates might successfully and enjoyably fill. Through individual reports, personal contacts and records of grades, activities and experience the office has a good idea as to what kind of work a graduate desires and whether or not she fills the requirements of a position available.

Job Requests

In 1946, 2,351 requests reached the placement office desk of Mrs. Mary Elva Sather. From these, 513 women were offered positions. These requests were in addition to the 461 received by the Teacher Placement Office. One hundred and eight graduates accepted positions in high school teaching.

Employers represented through the Home Economics Placement Office were looking for home economists for college teaching, extension work, nursery schools, commercial art and clothing, experimental cookery, nutrition, food service, home service, laboratory technician work, dietetics, writing, radio and advertising.

This is a big step from 1926 when 144 young women received their B. S. degrees and 61 followed commercial pathways in addition to those who began teaching. Each of last year's 311 graduates had almost six positions to choose from in a variety of fields.

Increased Demand

Many points have brought about the transgression that marks this apparent increase. In 1926 only department stores and YMCA's were hiring food service people. Today we find requests from commercial and industrial cafeterias, restaurants, private tearooms, large and small hotels and college dormitories.

Many of the companies that hired Iowa State graduates in 1926 are still doing so today. The National Dairy Council, Swift and Company, General Mills and General Foods are just a few of the companies that have been hiring Iowa State trained home economists through the years.

Every year undergraduates find summer work through the placement office of Iowa State. In 1926 there was one request and one student placed. In 1947 there were 320 requests and 100 students took positions in resorts, hospitals, department stores, publishing houses and summer camps to enlarge their budget as well as their experience.

News, Views and Trends Spread as

Homemaking Travels By Radio

THE WOI Homemaker's Half-hour is the official voice of the Division of Home Economics at Iowa State. Through the medium of radio, homemakers throughout Iowa and surrounding states are kept up to date on the latest developments in the field of home economics.

The program originated in 1926, just 5 years after WOI took to the air. With Miss Margaret Haggert at the microphone, papers prepared by the staff of the Division of Home Economics were read twice a week.

Mrs. Zenobia Ness took over the program in 1929, and in 1931, the Homemaker's Half-hour was broadcasted five times a week. During the year, each member of the home economics faculty had an opportunity to speak for 10 to 20 minutes on some subject relating to her special line of work. All talks had to be written, as there was great demand for printed copies. Home economics teachers received copies of all talks broadcasted, and these were used in high school classes.

Informal Talks

As radio techniques changed, so the Homemaker's Half-hour changed. It was soon found that the material was too weighty to be fully digested at one hearing; consequently, the talks became more informal.

When Mrs. Eleanor Wilkins took over the program in 1939, the Martha Duncan of today was created. The permanent name was chosen because it was homey and easy to remember. The present homemaker's program has changed in style and grown in scope until it covers the entire field of home economics as taught at Iowa State.

"I feel as though I am going to college every morning from 9 to 9:30" is the way listeners evaluate the program. Each department in the division plans its weekly program to coordinate with the current emphasis chosen by a division radio committee.

Staff Interviews

Staff members have appeared on the program throughout the years, interpreting their professional interests in a variety of ways. Listeners feel free to comment, criticize, question or suggest changes. Many valuable ideas for program improvement are gleaned from the hundreds of letters that come each day to Martha Duncan.

The number of letters received helps to indicate the current popularity of the program. In 1930, the program pulled 13,060 letters, most of which contained requests for copies of talks and answers to many questions.

Today the program receives between 125,000 and 150,000 letters every year. Some contain criticisms and questions, while others are just friendly letters about the writer's family. The letters which pour into Mar-

tha Duncan's office every day are a tribute to the mid-west's favorite homemaker. They show the success which the Division of Home Economics has achieved in its attempt to bring home economics education into the home. The Martha Duncan of today speaks to her radio friends like a friendly neighbor talking over the back fence.

Personal Appearances

Branching out from the radio station, the division has reached homemakers in the state more personally through Martha Duncan's appearance at meetings of rural women's groups, youth meetings and women's clubs. Her talks are scheduled through the Agricultural Extension Service. Here, too, she acts as a medium of expression for the home economics faculty, bringing women news of the latest developments in the field.

During the past 25 years radio has lent itself invaluable to the growth of home economics at Iowa State. While the person behind the Martha Duncan name may change, the purpose of the program will always remain: To help women become more efficient, informed and capable homemakers.

The future of the Homemaker's Half-hour is full of wonderful and miraculous things. With television and frequency modulation in the offing, home economics education via the air waves contains untold possibilities.



Over radio station WOI home economics students and faculty and visitors review current trends, experiments and advances in the various branches and phases of the home economics field

Under the direction of Professor MacRae, members of the Women's Glee club perform each year



From Cutlery To Culture

CLOSELY integrated with the technical training of Iowa State students are numerous cultural advantages. These offer ample opportunities for active or spectator participation in music, literature and the arts.

The \$7 paid at the beginning of each quarter by students entitles them to benefits which do not appear under the general heading of activities fee. The college brings to the campus each year a wide variety of programs of cultural value. It presents on an average of once a month, concerts, lectures, dramatists, artists, authors and poets.

Featured in this year's Concert Series will be Morton Gould, Arturo Rubenstein, Blanche Thebon and the Minneapolis Symphony Orchestra.

Lecture Series

In addition the college brings to the campus outstanding lecturers and artists who have won recognition for their creative work or discoveries. Appearing on this year's Lecture Series are Admiral Richard E. Byrd, Andre Michalopoulos, and Homer P. Rainey, who will deliver stimulating accounts of their travels and experiences.

Of the 192 credit hours required for the graduation of Iowa State home economics students, 40 percent are in cultural subjects.

For those whose talents lie in the active music field there are opportunities for participation in the glee club, mixed chorus, symphony orchestra and marching band. During the year these groups present concerts, including the Messiah at Christmas time. The spring tours of the glee clubs and instrumental groups broaden experience for the members.

Music by the world's greatest orchestras and soloists as well as semi-classical compositions can be selected by the listener any day in the Carnegie Music Room in the Memorial Union. More than 1,000 recordings are

available for reproduction on the record player. A browsing library of 100 books on music has been placed in the room.

Aspiring writers have their chance for development under the direction of the student-sponsored Writer's Roundtable. This group critically analyzes manuscripts composed and read by the author to aid in improving technique. The group sponsors Books and Cokes, which are book reviews by the students during fall and spring quarters. In winter quarter the faculty takes over with Books and Coffee.

The Debaters organization offers any student the opportunity to become more proficient in speaking and quick thinking. Panel discussions are presented throughout the year to clubs in the state, as well as a weekly debate program over WOI.

Combining cultural with the technical, the Iowa State College Library houses more than 345,000 books and 700 periodicals which embrace all fields of literature and science. Art portfolios, rare books and plates are often displayed in the main lobby of the library. Adding a note of brightness and color are the murals on the library walls depicting Iowa progress and life as interpreted by Grant Wood. Students browse just for pleasure among the book exhibits and reference materials.

Familiar Landmarks

The works of Christian Petersen, resident sculptor at Iowa State, are familiar landmarks on campus. These may be seen in the library, the Dairy Industry Building and in Veterinary Quadrangle, and in front of the Home Economics Building. The fountain in front of the Memorial Union, with the splash of spray cascading over the four stone Indian figures, is perhaps his best-known work on campus. Petersen's sculptures in the form of typical students at work and at play will also adorn the new entrance way to Iowa State.

To Rural Families and Communities—

Iowa State Extends Its Services

TODAY the county extension home economist acts as a link between rural families and Iowa State. Many are the jobs she is called on to perform, from presenting home economics projects in girls' 4-H clubs to giving information and demonstrations in home improvement, family living and conservation and utilization of food.

Consumer education plays an important part in the county extension home economist's job and makes it necessary for her to know the most recent developments in home economics, sociology and economics. As a leader of community discussions, she will explain to the people of her county about postwar developments in clothing, foods and nutrition, household equipment, child development, recreation and youth problems.

Domestic Economy

Home economics was not directly mentioned in the Iowa Act for a land-grant college, but training in home economics was given from the beginning. Mary B. Welch, wife of the first president of the college, began to teach classes in domestic economy in 1872. She argued, "If Iowa boys are coming to school to learn to be good farmers, then the girls must learn to be good farmers' wives." The "Ladies' Course" offered in 1872 listed domestic economy as one of the subjects women might take.

In 1883 Mary B. Welch began giving lectures and demonstrations to meetings of women wherever they asked her to come. This set the pattern of extension work that was to follow.

The beginnings of the present Extension Service were made by President Welch during this same period. He felt the college should be taken to the people and proposed a farmers' institute which would last for several days. The women prepared the meals and attended the institute, too. After hearing lectures on agriculture, they held a special meeting to discuss sewing, cooking, and home problems.

Extension Act

In 1906 the first extension act was passed creating the State College Extension Service. An appropriation of \$15,000 was made to aid in hiring instructors such as Perry Holden, the first director. Information in corn and stock judging, dairying and other subjects, including domestic science, was to be given.

A major activity of the Extension Service was the short course, which was held on the Iowa State campus. These originally met for 2 weeks. The men attended discussions and demonstrations in livestock judging and crops and small grain work. By 1920, when traveling was easier and more convenient, women joined the group and studied household equipment, foods dietetics and styles.

Now many short courses are given in specialized subjects, and each year the grain belt states and others have Farm and Home Week. Thousands of people meet to hear lectures and discussions on a variety of subjects and to receive information on rural problems.

The first woman to be employed by the Extension Service was Mary Rausch. She gave 90 lectures, 41 demonstrations and conducted 17 judging contests in her first year.

In 1910, one of the first girls' clubs was organized by Miss Marie Cromer of South Carolina. Her club grew and members canned a tenth-acre of tomatoes. A demand by adult farm women for help in their problems resulted in home demonstration work for women. In 1916 Miss Hawk became the first home demonstration agent in Iowa. Organized groups in the county, which later developed into Farm Bureaus, sponsored the educational projects.

World War II

The record made by farm women and 4-H clubs during World War II is one of which the Extension Service is proud. Management of time was emphasized, permitting rural families to take part in increased war activities. Garden and community canning projects were carried on in nearly every county. Fat salvage campaigns and the 4-H girls' war bond drives were successful.



Demonstrating and explaining electrical home appliances to rural women is only one of the many tasks the county home economics extension worker frequently is called upon to perform

What's new in . . .

Child Development

The average British school child between the ages of 9 and 14 is about ½ inch taller and 2 pounds heavier than the child of the same age during the war. Scientists give credit to careful maintenance of nutritional standards during wartime rationing.

★

Increasing the play value of a child's room is the object of a current research project. Extensive surfaces of raised play space, two-way stairways which can be converted into a slide, many storage spaces in easy reach of small hands and a fold-away table are features of the ideal room.

Textiles and Clothing

The time required to produce rayon hosiery yarn can be cut from 60 hours to 2 minutes 15 seconds by an automatic continuous process. Developed by a German textile manufacturing plant, the yarn is of a uniform high quality.

★

A "new" school of French designers, all younger than 30 years of age, is contributing designs to United States textile mills. The prints feature muted tones for backgrounds and color combinations. Absent are effects of sharp brilliant colors like red and purple.



Fresh peach and pear halves garnished with melon balls and served on crisp lettuce leaves, then topped with your favorite sharp dressing, make a refreshing salad that dresses up any meal

The trend is toward prints with one or two colors predominating.

★

Sized-to-height patterns are making an appearance. Patterns are styled for women 5'5" instead of 5'7". Advantages for the shorter woman include better fit, fewer alterations, economy in fabric purchases.

★

Non-woven fabrics made from rayon fibers have strength both lengthwise and crosswise. They are finding many household uses ranging from tapes to tablecloths.

Household Equipment

An automatic toaster reheats cold toast without burning or drying. It also toasts moist, medium or dry bread with one adjustment of the control knob.

★

Overtime work for electric refrigerators runs up bills and cuts down life of the refrigerator. When set at 40 degrees, the normal temperature, the refrigerator should not run more than 1/3 of the time. The cabinet has to be colder when desserts are frozen but should be readjusted as soon as dessert is removed.

★

A dishwasher device can be attached to any single spigot faucet. Soap is inserted, two streams of hot water emerge, one soapy and one clear, to make dish washing easy.

★

An electric fan with blades of looped grosgrain ribbon is safe for home use. It is especially desirable if there are children in the family.

★

An aluminum foil skillet liner is the newest answer to greasy pans and drains plugged with grease. The liner, which also can be used alone for baking, is folded and discarded along with grease and food particles. Liner will not melt and insures an even distribution of heat.

★

Paint remover will penetrate, loosen and remove as many as eight coats of paint in 30 minutes or one or two coats in 10 minutes. It is non-inflammable and can be used for all types of paint and on any metal or hardwood surface.

Home Economics Education

Schools of the future may use personality evaluation tests for prospective teachers. This will help determine the school level at which they are best qualified to teach.

★

UNESCO's attack on world-wide illiteracy began recently with plans for a project in Haiti, where 75 percent of the people are unable to write. As soon as

preliminary surveys are completed, progressive teaching aids will be brought to Haiti. Emphasis will be placed on hygiene, improved agriculture and promotion of community welfare.

★

School children of five western European countries are learning more about the United States by studying gift maps. The Junior Red Cross bought 100,000 United States maps and sent them as presents to school children in France, Belgium, the Netherlands, Luxembourg and Denmark.

★

Crowded colleges shut out 5/6 of their applicants this fall. Educators predict that peak enrollment will not be reached until 1949 or 1950.

★

Breakfast is a neglected meal. Over 60 percent of 49,000 school children do not have adequate breakfasts, according to a study made by home economists.

Home Management

During the last 50 years the typical American family has come to marry younger, have fewer children and live longer. According to the Bureau of Census, the bridegroom is under 25 years of age, the bride under 22 and their three children are born 2 years apart. The couple should enjoy 39 years of married life.

★

Yards are a definite part of the new homes planned for family living. The majority of families desire both lounging and eating areas in their yards, and many will include game areas.

Foods and Nutrition

Pretzel spoons for ice cream are a new development in the pretzel industry. Classes in the construction of spoon shaped pretzels are being planned at the pretzel bending school at Allentown, Pa.

★

Frozen coffee in a 1 ounce package will make 3 to 5 cups of beverage, according to the strength desired.

★

Aros, 4,000 times sweeter than sugar, is being made in Holland. A tiny portion put on the tongue can be tasted a half hour later.

★

Fennel, one of the most inexpensive vegetables now on the market, is of European origin. Its top resembles that of the carrot while its white root is similar to celery in appearance. It possesses a distinctive licorice flavor. The inner part is eaten raw like celery and the outer part is peeled and cooked.

★

Herring fishermen in England are, in fact, fishing for margarine. Margarine from herring oil is becoming a big industry.



Colorful pottery arranged simply and decoratively on a contrasting woven fabric adds an autumn touch. Its naturalness of design makes it an ideal table background and decoration

Precooked rice can be cooked and ready to eat in 10 minutes. It is vitamin fortified to the brown rice level.

★

A new canned citrus product, intermediate between canned juice and canned segments, comes from Florida and contains the orange or grapefruit pulp in a juice syrup.

★

Cocktail eggs seasoned by hypodermic injection are being manufactured. The eggs are seasoned with injections of eight kinds of spices, butter flavoring and salt. Eggs are then boiled, shelled and colored.

Applied Art

Glass blocks for a stairway opening provide sufficient light for the stairs, preserve privacy and shut out unwanted views.

★

Sculpture in plastics was recently exhibited in New York. The designs are made of transparent plastic which has been poured into a mold. In the creations one form is enveloped within another. Fragments of bones, whirls of wire or threads of cellophane are encased in the plastic. Bubbles formed by the material can be controlled and used in the design.

★

Color in advertising increases with business booms. Magazines are now devoting 37 percent of advertising space to four colors. The trend is to use even more color in the future.

As Undergraduate Home Economists—

Graduate Study Challenges Us

Beth Bailey McLean, M. S. '33, discussed graduate work at a recent Province Work Shop of College Home Economics Clubs. This article covers excerpts of her talk. Mrs. McLean is head of the home economics division of Swift and Company's research laboratories in Chicago.

WHY do so few home economic students plan on taking graduate work? Today in most fields students think of the 4 years in college as preparatory to 1, 3, or more years of intensified study in their chosen field.

Of course, home economics is comparatively new as a profession. Iowa State is celebrating 75 years of home economics, but it was only 30 years ago that a 2-year course was considered adequate for training a domestic science teacher. It was approximately 20 years ago that colleges and universities began demanding advanced degrees.

Marriage

But what of the woman who does marry right after college? Is a graduate degree wasted? I think not. Today a homemaker should be a wise and well-informed person if she is to be efficient in all the complex tasks of homemaking and in the larger role she must play in the modern economic, social and political world.

Today work for an advanced degree at Iowa State may be taken in any major you elect. Nutrition was the first to attract many graduate students. One may receive a degree in nutrition, foods, child development, textiles and clothing, household equipment, home economics education, institution management, technical journalism, home management and applied art.

Should one plan for graduate work while still an undergraduate? Yes, indeed. Junior and senior women should investigate the opportunities for graduate work and inquire into the prerequisite courses needed for advanced work.

Time for Graduate Study

Then one asks—should graduate work be taken right after a B.S. degree or should one work first? It is easier to go on for a year of graduate work while you are in the habit of studying, but I believe a young woman gets more out of any graduate work if she works a year or two to find out what her real interests are. As far as a Ph.D. is concerned, some maturity of experience is valuable before beginning this study. The real test is, are you taking advanced work just for the degree or do you really want to study a special problem? The true scientist goes on and on with investigation and research problems and considers the

Ph.D. degree as preparation for a life's work of research and study.

What, then, will graduate work mean to you financially and socially?

As any profession develops, the demand for persons with advanced degrees increases. Today many teaching positions require a master's and some a doctor's degree. In extension work, in business and in almost every home economics position, an advanced degree means greater opportunity for better positions and more money.



An example of the modern woman assuming her responsibilities in the professional business world is Beth Bailey McLean, M. S. '33, who strongly advocates advanced degrees for home economists

Work for a master's degree does not make one a scientist. But it should teach one to analyze a problem, to set up a project, to eliminate variables, to be alert to evidences of new factors and then to evaluate results. A master's degree does not make up for lack of personal and mental qualifications or for good sense and judgment. But in evaluating two applicants, the woman with an advanced degree has a definite advantage.

What provisions and possibilities are there for graduate work for home economists? Fortunately, colleges have been building up graduate staffs and graduate courses. To give financial aid, philanthropic persons and professional associations have made considerable number of grants available for deserving persons desirous of continuing their education.

What's New in Home Economics
CONGRATULATES
ISC Home Economics
ON ITS 75th ANNIVERSARY



Home Economics and What's New in Home Economics have both pioneered in one of the most important subjects in the world, the science and art of homemaking. On this 75th anniversary of Home Economics, at Iowa State College, *What's New in Home Economics* sends the most sincere and cordial greetings from its staff members. May the fine constructive work of Iowa State College continue uninterrupted through the years, and may we each achieve our goals.

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Iowa State Authors Contribute To Better Living In America

Mrs. Mary B. Welch, wife of the first college president, compiled a 300-page cook book in 1884. Since then faculty members of Iowa State's Division of Home Economics, through their published articles and books, have been an influence for better living all over America.

Members of the faculty who are specialists in their fields have written not only text books for use in many college classes, but have written books of vital interest to any homemaker, especially if she has never had the chance to enroll in a college home economics course. Since 1944 many books on timely homemaking material have been published.

From Infancy to Adolescence

Such a book is "Living With Children," written by Dr. Gertrude Chittenden of the Department of Child Development. Published in 1944, it presents the basic principles of child development so necessary to wise adult guidance of children. It shows what goes on in the mind, emotions and body of the child at each age from infancy to adolescence. The book brings in the special social problems which the child faces at each age.

Dr. Mary S. Lyle, of the Department of Education, has written an advanced work, "Adult Education for Democracy in Family Life," also published in 1944. The book is a study of democracy in the home life of a rural community and the way in which adult education can broaden it. Miss Lyle made an intensive study

of one rural community in Iowa to confirm her belief that adult education programs could develop increased democracy in daily living.

Two of the most popular books on campus are "When You Marry" and "Marriage and the Family." They have been rapidly growing in reader interest since the arrival of Dr. Reuben Hill at Iowa State. Dr. Hill and Howard Becker, professor of sociology at the University of Wisconsin, compiled the information for "Marriage and the Family" from the contributions of 27 specialists. They published it in 1942. In it they combine the better features of both a preparation for marriage course and a "traditional" family course, thus making the traditional course more scientific.

"When You Marry," published in 1945, was written in a popular style by Dr. Hill and Evelyn Mills Duvall, executive secretary of the National Conference of Family Relations. The focus is on the person who is thinking seriously of marriage. It takes up the questions he actually asks, beginning with the part which personality plays in the choosing of a mate and ending with the problems of the childless marriage.

Food Techniques

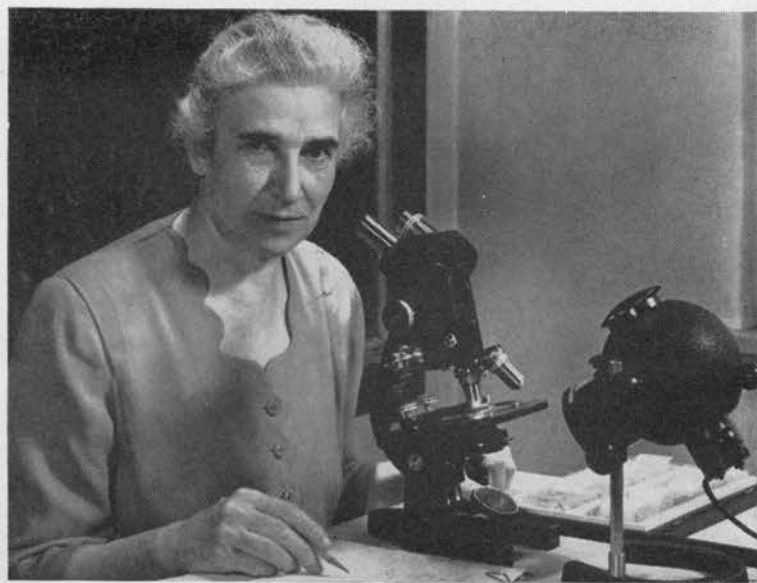
Among the newer textbooks in the Department of Foods and Nutrition are the "Laboratory Outline for Nutrition and Dietetics," written by Mrs. E. F. Brown and published in 1944, "Essentials of Food Preparation" by Madge Miller and M. B. Barnhart, who was then on the staff of the Department of Foods and Nutrition, in 1945, and the third edition of "Food Preparation Principles and Procedures" by Dr. P. Mabel Nelson and Dr. Elizabeth Sutherland, head of the Department of Home Economics at Iowa State Teacher's College.

The third edition of Lenore M. Sullivan's famous Quantity Recipe File of 445 cards was published in 1944 by the Department of Institution Management.

Fundamentals of Design

One of the latest revised editions is "Art Education for Daily Living," which was completed in 1946 by Mable Russell of the Department of Applied Art, and Elsie Nelson Gwynne, formerly of the Department of Home Economics Education. A revision of "Art Training Through Problems," it continues in its work of teaching the fundamentals of design as applied to home and clothing.

Other popular textbooks in use by home economics students are "Management in Family Living," first published in 1942, by Dr. Paulena Nickell, head of the Department of Home Management and "Household Equipment," by Dr. Louise Peet, head of the Department of Household Equipment, and first published in 1934, with several editions following.



"Experimental Cookery," by Prof. Belle Lowe, of the Department of Foods and Nutrition, is currently running in its third edition. The textbook is used by many college home economics departments throughout the country.

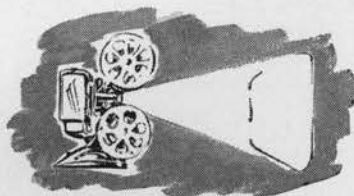
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MEMORIAL UNION

Activities Offer Experience, Training



EXTRA-CURRICULAR activities play a major role on the Iowa State campus. Participation in the various organizations gives experience and training which proves invaluable during college years and after graduation.

Most important organization is the Home Economics Club, composed of the 10 departmental clubs in which membership is determined by your chosen field. The freshmen have formed a separate club of their own which is devoted to the interests of the first year students. Each club sponsors activities which relate to its special interests and often helps students who are uncertain of their major to expand their knowledge of the opportunities in the field of home economics.

Last year the Home Economics Club was active in sending aid to foreign countries. The big club made a drive for funds during fall quarter. With these funds they bought boxes filled with clothing and other articles which were sent to the national club to be relayed on to the countries where they were needed the most. This work was carried out under the direction of the World Christmas Festival.

With such a start to spur them on, the departmental clubs chose a country or family to whom to send aid. Each club began campaigns to raise money and in the spring the boxes were on their way.

Baby Sitters

Many of the clubs also had other projects. Members of the Institution Management Club directed the making of small cherry pies which were sold to 1947 Veishea visitors.

For those women with an eye for journalism, members of the Technical Journalism Club presented a newspaper training course for the Iowa State Daily. Outstanding journalism students may be elected to a national honorary, Theta Sigma Phi.

Outstanding students in home economics may also become members of one or both of the two professional fraternities for women. Membership in these fraternities is based on scholarship and leadership. Omicron Nu members are chosen from the upper one-fifth of the junior class and the upper one-fourth of the senior class. The upper two-fifths scholastically of the junior and senior classes are eligible for membership in Phi Upsilon Omicron.

Applied Art majors are also eligible for the art fraternity, Delta Phi Delta, in which scholarship and ability are also requirements for membership. Each year these women sponsor a Christmas bazaar where they sell their own work.



School headline- fashion new

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Over Two Decades—

Homemaker Spots New Developments

TWENTY-TWO years ago there was no atomic power, there were no home freezing units, but there was an Iowa Homemaker. The magazine's content was different, and the cover, a sketch of a little girl reaching up to a cupboard, remained the same from issue to issue. Here are excerpts from the Homemaker showing new developments in home economics through the years.

April 1925: Amid much pounding, blasting, digging and dirt, the home economics students at Iowa State College are receiving their training. A long-cherished hope is actually being realized. The new Home Economics Building is under construction at last!

May 1925: "Newest" equipment is stressed. There are articles on the electric washer and electric ironer.



Modern, time-conscious women are urged to find out about these devices and use them in their own homes.

January 1928: One writer urges the homemaker to make her own electrical repairs. There are diagrams to help her with this job. Another editorial advises women at Iowa State to stay plump and healthy.

February 1930: Evening shoes are indeed stylish if they are made of the same material as the gown. A young lady should always carry them in a matching bag. The formal shoe is worn only while on the dance floor or while sitting down.

April 1934: Saleswomen size up shoppers and decide that coeds are among their favorite patrons.

March 1938: One writer says that what pleases a male dancing partner most is a dancer with a little dignity and a lot of pep.

January 1939: A ham-holder to simplify carving is now on the market. Another convenient cooking utensil is the glass tea-kettle.

New Hosiery Finish

November 1941: Soon to be available to the college woman is hosiery subjected to a special finish which resists runs and snags, adds a dull luster and affords a finer construction.

February 1943: Packed strictly for government use for the duration are four dehydrated soup bases.

February 1946: A poll taken by the Des Moines Register reveals that Iowans plan to spend \$600 million for 140,000 new post-war houses.

January 1947: Only one-ninth of the requests for candidates and offers of positions to the past year's graduates in Home Economics could be filled.

Our Most Sincere Congratulations!

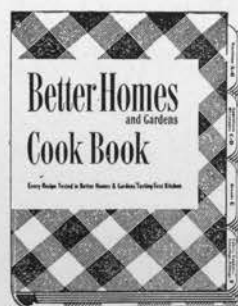
. . . . to Iowa State College for the completion of 75 years of Home Economics and to the **Iowa Homemaker**—the only campus home economics magazine . . . for the interest it has stimulated in home economics.

May Iowa State's Home Economics Division have a very happy anniversary and continue to promote all that is good in the profession of Home Economics.



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WOLF'S

Main Floor Annex—
Des Moines, Iowa



Here's an
Idea!

VIRGINIA BANDOW suggests an unusual centerpiece. Add powdered citric acid, which you can obtain from a drugstore, baking soda, food coloring and moth balls to a rose bowl filled with water. Small bubbles will form on the moth balls as they drift up and down in the water. A flower or leaves may be added.



Chapped hands, in spite of liberal use of lotions and creams, are relieved by soaking hands nightly in a solution of vinegar and lukewarm water. *Virginia Norton* says that 3 tablespoons vinegar is sufficient in a basin of water.



You may see *Arlene Jensen* on campus wearing one of Dad's bright new neckties as a head band. She knots them at the side and lets the wider end fall over her shoulder. Blend a solid color with your plaid skirt and let a new print design add zest to your plain-color suits.



Lois Meyer makes washable table mats from used X-ray films. You can obtain the films free from doctors. Wash away the darkened part of the film. It will then be a clear bluish tint. Cut the desired size and shape, decorate with hand painted designs and shellac for washability.



You can crack pecans in a jiffy without breaking the meats if you follow *Mary Bremhorst's* plan of soaking them before using. Soak the nuts for a few hours in a solution of one tablespoon salt per quart of cool water.

continued on page 27

Swift & Company
salutes the
Faculty and Students
of the
Iowa State College
Home Economics Division
on its
75th Anniversary



Beth Bailey McLean

*Director, Home Economics Division,
Research Laboratories
and Members
of the Home Economics Staff*

Toward a Tomorrow of . . .



BETTER FAMILY LIVING

Three quarters of a century ago a small group of visionary people led by the wife of Iowa State College's first president, Mary B. Welch, spearheaded action on an educational theory now embodied in the Division of Home Economics.

Because of their foresight the Division stopped its educational processes for a day in October to celebrate with friends of the college its diamond jubilee. This day publicly marked years of advance which have brought the world of homemaking far from those days of 75 years ago.

But the administrators of Iowa State College and the Division of Home Economics see the progress of the past as only a measure of the achievement they seek in the future. They know that the influence of the thousands of women who have studied in Home Economics Hall has been world-wide. They know that influence will continue strong in the fields of applied art, child development, foods and nutrition, home economics education, home management, household equipment, institution management, physical education, textiles and clothing and home economics journalism. They want to see an expanded teaching and research program and an extension network carrying to ever more homemakers the results of the study and research being done at Iowa's hub of better living.

Demand for graduates of the Division of Home Economics continues heavier than the supply. The opportunity is great; the challenge even more so.

Iowa State College



Consideration for others' time is the keynote of *Elinor Batchers*' practice of leaving note cards or pad on her desk at all times. Telephone and other messages can be jotted down in just a minute.



You can remove kinks from unraveled sweater yarn quickly if you wrap the yarn around a hanger as you unravel it and then dip the hanger into cool water. Let the yarn dry on the hanger, advises *Barbara Wright*.



Helpful to the mother whose growing child needs hose is *Mary Johnston's* suggestion for measuring the foot. Have the child clench his fist with the thumb out. Then bring a tape measure from where the palm joins the arm, up over the knuckles and back to the starting point. The number of inches around will be the correct size for hose.



Dorothy Neidert suggests salvaging the fur from discarded fur-trimmed slippers and giving a fuzzy lift to your winter hat.

Badly soiled fur of good quality can be washed in warm soapsuds. Use a mild cake soap with an oil base. Wash carefully and rinse well. Roll in a towel to absorb the moisture and hang up so that air will circulate freely around it as it dries. When dry, brush the fur until it is fluffy again.

Fur can also be cleaned by rubbing corn meal or sawdust, dampened with a dry-cleaning solvent, into the fur with your hands. Shake, brush and air thoroughly.

Baste the fur strip on your hat as a rosette, crown band or work out your own ideas most suitable to the style of your hat.

Botany and Forge Woolens

AT

STEPHENSONS

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'47 Speaks

"AS THE assistant home economics editor at Pennsylvania State College my work consists of writing news releases about home economics. This includes editing and sending copy written by specialists to county workers, writing radio scripts, even doing some broadcasting and editing bulletins written by specialists and put out by the extension service. A little bit of everything is included in this work and it is just the kind of position I wanted for there is something new every day."—Charlene Stettler, T. JI.



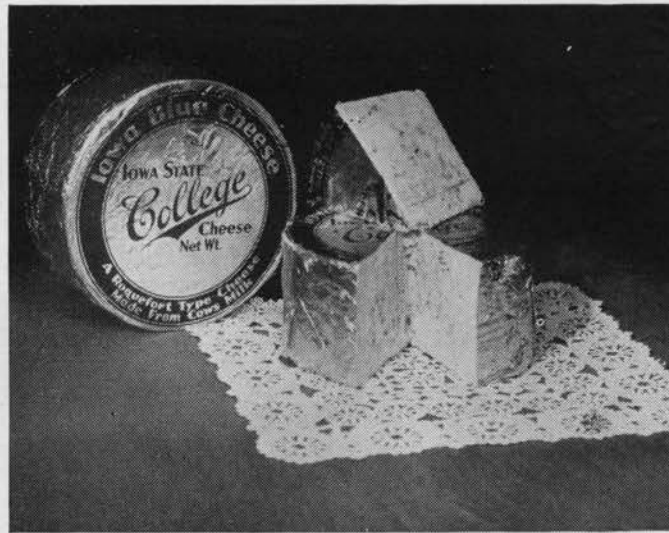
Charlene Stettler

"My position is in the home service department of The East Ohio Gas Co. in Cleveland. I receive a three to six months training period which is interesting and flexible. A week or two is spent visiting the other departments in the company in order to know where to go for any desired information. My major was H. Eq. but I am finding foods work very important. One of the big projects of the department is a demonstration to each of the junior high and high school foods classes each year in all the schools in and around Cleveland. There are also regular demonstrations at the company, recipe testing and home calls."—Virginia Badow, H. Eq.

"After working this summer as 4-H Youth Assistant in Monona County I am teaching Home Economics at Mapleton High School for the coming year."—Louise Hawthorn, H. Ed.

"During the summer I taught crafts at a summer camp for girls at Camp Hanoum, Thetford, Vermont. As well as being Head of the Department of Crafts I also conducted classes in photography composition. I am now teaching first grade at Glove, Arizona."—Marion Phelan, A. A.

"I have accepted a position as County Extension Home Economist for Louisa County and have my office in Wapello. My work is to bring educational training from Iowa State College to the people of Louisa County by working with the 4-H clubs and Farm Bureau groups."—Betty Cruzen, H. Ed.



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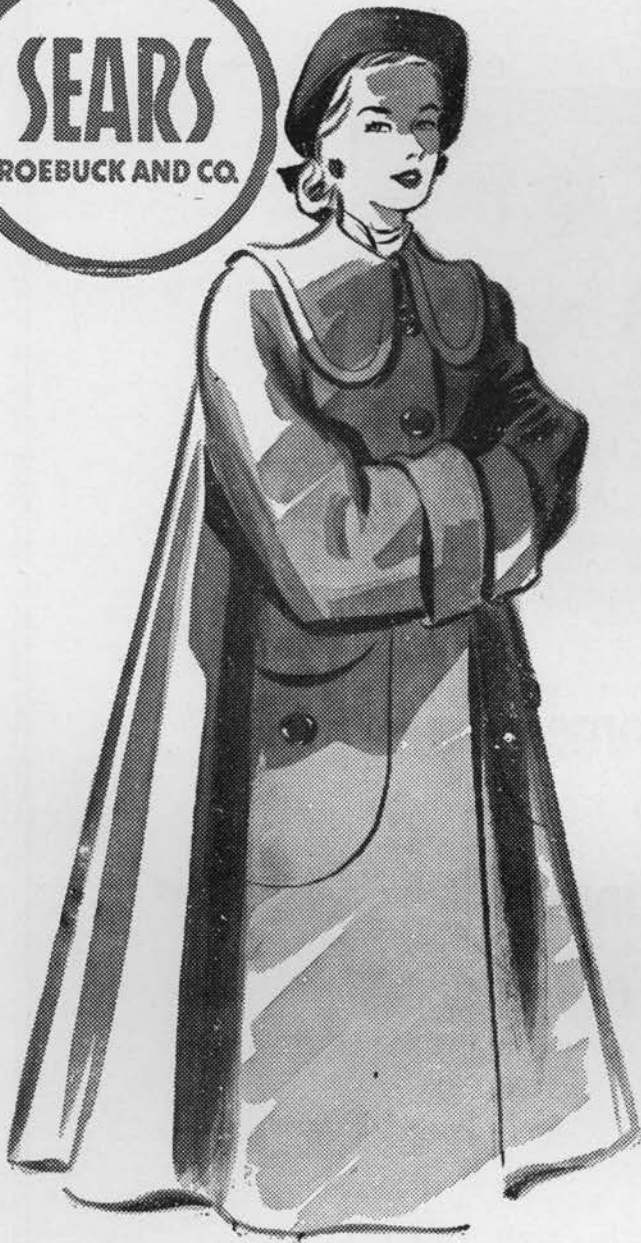
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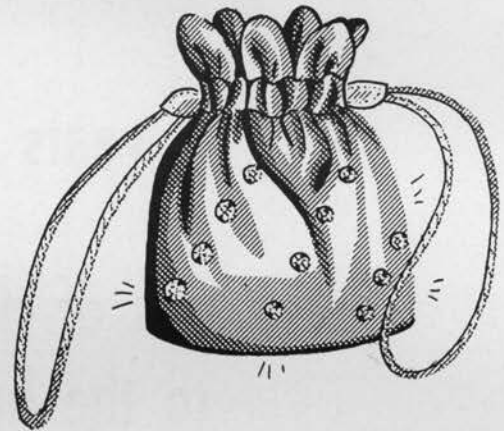
Des Moines 8, Iowa

First Coeds, Too, Wore Long Skirts

SEVENTY-FIVE years ago a fledgling institution devoted to the training of young women in domestic economy began at Iowa State.

The era of this beginning seems remote to the modern Iowa State coed. But the pages of history chronicle manners and morals which reveal the common bond we share with our grandmothers—our common interest in fashions, education and social life.

Godey's Ladies' Book, then a popular authority on fashions, announced in an 1873 edition of the magazine, "One thing is certain—costumes are worn so as to just clear the ground, which is a sensible resolution."



Up until a generation ago Iowa State coeds carried their slippers to formal dances in bags

1873 Manners: "Any woman wearing a tall hat to the concert, theater or lecture room should remove it when she takes her seat.

"The evening dress is of pink silk, trimmed with ruffles, puffs and a low neck polonaise; the bodice is trimmed with point applique lace and a ruche of silk, with narrow lace trimming on either side. The hair is arranged in curls, with pink roses and leaves in it." Godey's Ladies' Book ran this description along-side a steel fashion plate print in 1873.

In 1877 the faculty board of "Iowa Agricultural College" rejected Professor Bessery's resolution to forbid dancing on the grounds that "it is calculated to produce and promote an excitement which is injurious to the progress of the student."

Women's hats, always a topic of amusement to men, were a source of perhaps even more surprise in the days of "K-k-k-katie" and the Gibson Girl. Peterson's Magazine reported with detachment in 1888 that "The summer girl is an interesting creature just at present. She is as full of caprice as a young kitten, and she vents a generous portion of it on her millinery. Many of her hats are odd, almost approaching the grotesque, but she smiles roguishly from beneath their brims. She calls them picture hats, and they don't look unlike hanging summer gardens. The very latest of these is made all of oak leaves."

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"That's why I never order 'a pound of coffee.' I always say 'a pound of CHOCOLATE CREAM COFFEE.' It's my choice because only the best is **always** good and, in my book, that means CHOCOLATE CREAM."

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THE IOWA HOMEMAKER

Counselor Helps Students Solve College Problems

A COLLEGE woman finds herself surrounded with problems from her first few days as a freshman until her graduation. Many times the decisions she must make are difficult for her to view unemotionally.



Home relationships, insufficient funds to meet required expenditures, change of social life and many other problems may seriously interfere with her college career.

A short time ago Miss Elizabeth Sheerer joined the Iowa State staff as a specially trained counseling expert and assistant to Dean P. Mabel Nelson, of the Division of Home Economics.

"Students ask questions about choosing a major or vocation," Miss Sheerer stated. "Many are hampered in their relationship with others and have a feeling of inferiority and inadequacy. Some married students have difficulty in adjustment, or the behavior of their children is a problem to them. Sometimes people are generally unhappy without knowing what is wrong."

THE attitude of the counselee is important in finding a solution. She must be willing to stay with the problem until an answer is reached. However, if she wishes to give up, that is her own choice. Many times persons want an answer to their problem but are unwilling to think it through. The non-directive approach differs from the directive method. It is client-centered so that the individual helps herself, rather than have the counselor work out the complete solution. She first accepts the feelings of her client, then helps her to clarify her own thinking by discussion without putting any pressure on one course or another. It is a unique experience for many to have a place to come and talk over their problems without being influenced by someone. Then all angles of the problem may be viewed.

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Homemaker Thrives After 26 Years

A WAR had just ended, education-hungry veterans were streaming back to school and in one desk drawer in the office of the Iowa Agriculturist lay the beginnings of a new publication, a magazine for homemakers from the Division of Home Economics.

From the time of its birth in 1921 The Homemaker had its difficulties. Originally restricted to two pages in the Agriculturist, the magazine outgrew its predecessor to such an extent that immediate action was deemed necessary. Formulation and discussion of the procedure was handled by Bess Storm and Gwen Watts. To obtain sanction for the project, they approached Prof. F. W. Beckman, then head of the Department of Technical Journalism, Catherine MacKay, dean of the Division of Home Economics, and Prof. R. A. Pearson.



Each month home economics students read the Iowa Homemaker for latest college and home economics developments

Hazy doubts and suspicions about the success of the publication were duly considered. Extent of advertising, type of material, readership and management had to be decided.

In the fall a publication board was formed to determine the subscription rate, the policies of the magazine and its editorial and business staffs. "The Iowa Homemaker" was selected as its title and the first issue slated to contain 16 pages.

A sum of \$500 was loaned to the publication board by the Home Economics Club. The business manager

and circulation manager set 500 paid subscriptions as a desirable tally for the Homemaker by the time it was ready for publication. In April, 1921, issue Number One, Volume One of Iowa State's homemaking publication rolled off the press.

Editorially speaking, preparing copy for the first issue was minor when compared to the problem of selling advertising space and subscriptions to a magazine not yet in existence. The first issue was scheduled to come out in February, but after much delay, many mistakes and a great deal of worry the editor received the first few copies from the printer on a dark rainy day in April. Holding them tightly under her arm, she rode the streetcar from the Tribune Publishing Company in Ames to the campus and delivered them, personally and proudly, to Professor Beckman, Dean MacKay and President Pearson.

Dissecting Table Desk

Difficulties had not ended, however. Only a dissecting table from the zoology department was available for an office desk. It was moved to the "Ag" office in Agricultural Annex for use by the Homemaker staff. Not until 1940, when the Iowa State College Press Building was completed, did the staff rate an office of its own.

This first issue of the Homemaker contained a message from the editors. They pledged to the women of Iowa "the very best the college has to offer from the home economics departments. We want you to feel that every department is at your service. We shall try to anticipate your needs and plan to fill the columns with just the news about the home that you are looking for."

Dean MacKay, in an article written especially for this first issue, asserted: "Homemaking in this twentieth century is such a complex problem that it requires the combined intelligence and best effort of every individual member of the family group to secure and maintain the best type of American home life."

Quarter Century's Growth

This year's Homemaker policy is 26 years older; it represents over a quarter of a century's growth and experience. But the aims remain similar, and the standards of excellence are the same. Information, "the very best the college has to offer," is still being conveyed to the women of Iowa.

Today the Homemaker is proud of its position as an accepted publication throughout Iowa and the world. It stands secure in the dignity it has gained in professional fields, respected for the information it conveys straight from Iowa State's Division of Home Economics.



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Keeping Up With Today

"COLLEGE women in all groups are less cynical than men," concluded Charles Neidt in his master's degree thesis entitled "Analysis of College Student Reaction to the Fritz Test of Cynicism." In classification on the educational class level, the sophomores were least distrustful. Subjects expressing no religious preference revealed the largest amount of cynicism. The results of this test, which was given to 400 students, indicated that the highly significant differences regarding cynicism existed among age, political and religious groups.

* * *

Planning attractive and nutritional meals on 65 cents a day is a practical problem for Pammel Court students in the meal planning course. A record of their menus shows that a majority are low in thiamin, riboflavin, niacin, protein, iron and calcium. The Pammel Court students give special attention to care and preparation of essential foods and to budgeting time.

* * *

Iowans are church-going people. Over 62 percent are church members. Of these 80 percent of the most regular attenders live in rural communities. But before they are 20 years old, many men and women



stop attending church. For this reason an attractive youth program must be maintained in Iowa.

These figures come from the Iowa religious census made under the direction of the Rev. Calvin Schnucker. Iowa State and various church groups partially sponsored the study. Reverend Schnucker also found that persons on the poorer agricultural lands attend church less regularly than those living in better agricultural communities.

* * *

"Eighty-six percent of Iowa State home economics graduates believe that technical skills lay the basis for well-developed homemaking," states Isla Mae Chapman. Miss Chapman draws this conclusion in her thesis, "Marital and Family Status of Iowa State Home Economics Graduates in Relation to Their Own Evaluation of Training for Living Received in College." Literature, the church and music were the only three interests out of 14 checked by over one-half of the group of 80 participants, showing that an appreciation of art and creative work may not have been achieved to a satisfactory degree.

Congratulations, Iowa State, for more reasons than one!

Naturally, I want to extend my warmest good wishes to you on the 75th anniversary of home economics at Iowa State College.

But may I also compliment you on the many competent graduates you have contributed to the world of home economics. I have met them in responsible positions throughout the country.

It is now my happy pleasure to be associated with two of them at the Pillsbury Home Service Center—Undine Southworth, '46, and Sue-Marie Schreiber (now Mrs. Douglas Barr), '43. Both of them are doing excellent work with us—Undine in our test kitchen, and Sue-Marie in our editorial department.

Again, congratulations and best wishes from all of us in the Pillsbury Home Service Center.



Ann Pillsbury

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